

VII. PROPOSAL EVALUATION

A. Methods of Evaluating Proposals

Applicants should ensure that evaluation criteria are addressed within the proposal narrative. The suggested questions with each criterion are provided as general guidance for completing the narrative; it is recommended that the applicant provide additional information as appropriate.

Each criterion has a maximum score value, and the total maximum score for an FMPP proposal narrative will equal 100. Proposals will be rated on each criterion as follows:

1. **The Need for the Project** (maximum score = 25). Provide justification for the project approach and/or strategies in the proposal; to include:
 - a) How do the project activities in the proposal conform to the FMPP program objectives and eligible funding uses?
 - b) How does the proposal demonstrate the project's merit? Why are these activities appropriate for achieving the project's stated objectives?
2. **Direct Benefit To Farmers/Vendors** (maximum score = 20). Explain the direct benefit to market/market entity farmers and vendors. Any benefit for individual farmers/vendors should be provided for every participating farmer/vendor in a market/market entity. Include:
 - a) How will the farmer/vendor benefit from these activities? How many farmers/vendors will benefit from your project's activities?
 - b) What is the overall potential impact on the local/regional farm economy?
3. **Reasonableness of Budget** (maximum score = 15). Provide justification for the budget and funds usage. Include:
 - a) How is the budget appropriate for the scope of work?
4. **Project Innovation** (maximum score = 10). Provide justification of the proposal's innovative approach. Include:
 - a) Has this approach been done before? And if it has, how does it differ from previous efforts?
 - b) Why is your approach different or better than other efforts?
- 5) **Transferability of Project Outcomes** (maximum score = 10). Explain how and why proposed activities could be used elsewhere. Include:

- a) Will the outcome and lessons learned from this project be applicable to other locations?

6) **Degree of Collaboration/Partnerships (include partner qualifications) and Participation** (maximum score = 10). Outline the collaboration/partnerships formed and farmer/producer participation for this project. Include:

- a) How many collaborators/partners and farmers/producers will participate in this project? What role will they play?
- b) How will collaborators/partners and farmers/producers assist in implementing the project?
- c) What resource commitments will they provide?

7) **Quantitative Evaluation and Measurement of Project's Impact** (maximum score = 10). Define how successes will be measured and how sustainable the activities are after FMPP funds are no longer available. Include:

- a) How will project results be measured?
- b) How self-sustaining will the project be after FMPP grant funds are exhausted?

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| 1. | Need for Project | - | 25 |
| 2. | Direct Benefit to Farmers/Vendors | - | 20 |
| 3. | Reasonableness of Budget | - | 15 |
| 4. | Project Innovation | - | 10 |
| 5. | Transferability | - | 10 |
| 6. | Degree of Collaboration/Partnership | - | 10 |
| 7. | Quantitative Evaluation/Measurement | - | 10 |
| | Total Score | - | 100 |

B. Grant Amounts – The amount of funds available for FMPP grants in FY 2007 is approximately \$1 million. The maximum amount of Federal funds awarded for any one proposal will be \$75,000.

C. Number of Awards – An applicant can not receive more than one FMPP grant in a grant funding year.